

# Laila Saad Al-Hashem

Riyadh, Saudi Arabia

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## **Professional summary**

Lecturer at the College of Business Administration, King Saud University since 1424H, specialized in Public and Strategic Management, with extensive experience in training, consultancy, and supervising cooperative training programs and graduate units. Expert in developing and implementing strategic plans, standardizing policies and procedures, and managing academic projects. Certified strategic planning consultant and trainer, with a strong record of academic publications and books adopted by Saudi universities.

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## **Education**

- **Master of Public Administration | King Saud University – 1447H | Excellent with First-Class Honors**
    - Thesis: "The Reality of Strategic Management in Government Agencies"
  - **Bachelor of Business Administration (Management of Enterprises) | King Saud University – 1423H | Very Good with Second-Class Honors**
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## **Professional Certifications**

- Online Teaching\Training
  - Certified Strategic Planning Consultant | American Institute for Professional Studies (AIPS)
  - Advanced International Trainer | Boston University, Cambridge College, International Training Federation, International Academy for Training and Development
  - Certified Training Packages Specialist | International Academy for Training and Development (IATD)
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## **Work History**

**Lecturer** | College of Business Administration – King Saud University | 18/4/1424H – Present

**Assistant Head of Health Management Department** | College of Business Administration – King Saud University | 26/11/1445H – 25/6/1446H

**Supervisor of Cooperative Training Management** | King Saud University | 20/6/1445H – 3/12/1445H

**Supervisor of Central Cooperative Training Unit** | King Saud University | 3/12/1444H – 19/6/1445H

**Deputy Supervisor of Central Cooperative Training Unit** | King Saud University | 17/12/1442H – 2/12/1444H

**Deputy of Quantitative Analysis Department** | College of Business Administration – King Saud University | 4/4/1440H – 21/10/1442H

**Consultant at Graduate Center** | King Saud University | Since 24/5/1440H-23/5/1441H

### **Key Responsibilities:**

- Develop and implement strategic initiatives for the cooperative training plan at the university
- Participate in preparing work plans and standardizing policies and procedures for graduate units
- Develop strategic plans for cooperative training management and graduate center to achieve objectives
- Participate in field studies regarding university training programs

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## **Publications and Research**

- Book: "Small and Medium Enterprises Management" – 2023 | Taught at King Saud University and University of Al-Baha
- Book: "Strategic Management in Third Sector Organizations and SMEs" – 2021
- Working Paper: "The Effect of Using Differentiated Instruction in Teaching Administrative Sciences" | Professional Competency Enhancement Meeting – 25/3/1440H
- Research: "The relationship between competence and career path planning: An applied study" | Journal of Commerce and Finance – September 2019
  
- Writing numerous articles in various journals on a wide range of administrative and societal issues

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## **Consultancy and Training**

- Business Development Consultant | Armaa Cooperative Association for Human Development | 16/2/1445 AH – 17/4/1447 AH
  
- Participation in Mawhiba enrichment and skill programs since 2021
- Delivering courses and consultancy in Strategic Planning | Strategic Management | Performance Measurement
- Training public and private sector employees in developing and evaluating strategic plans | performance measurement

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## **Skills**

**Technical & Administrative Skills:** Developing and implementing strategic plans | Project management | Standardizing policies and procedures | Conducting field studies | Strategic planning | Strategic management | Designing and evaluating performance metrics | Microsoft Word (document formatting, professional reports) | Microsoft Excel (data analysis, formulas, pivot tables, reporting) | Microsoft PowerPoint (presentations, visual communication) | Microsoft Outlook (email & scheduling)

**Practical Skills:** Managing cooperative training units | Monitoring workflow | Supervising academic and administrative teams | Developing training programs and workshops | Providing professional and administrative consultancy | Coordinating academic and training events

**Personal Skills:** Leadership and effective supervision | Professional communication and negotiation | Critical thinking and analysis | Problem-solving and decision making | Flexibility and adaptability | Creativity and innovation in program and plan design

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## **Languages**

**Arabic:** Native | **English:** Fluent